
ENERGY STAR® Lighting Partner Meeting

Coordinated Regional Approaches to Overcoming Market Barriers

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Regional Market Transformation Strategy Development



Regional planning effort on-going since April 2005



- Co-facilitated by NEEP and EPA
- Program Administrators and contractors from New England, NY and NJ represented
- Process is still on-going
- NOT a one size fits all strategy
 - Significant program diversity in the NE



Overall Goals



- Recognize residential lighting as the region's best residential energy saving technology.
- Encourage adequate budgets to support existing and new lighting program approaches.
- Increase market share for CFLs and fixtures and minimize lost opportunities.



Goals

- Increase consumer satisfaction and product quality.
- Focus on long term, permanent market changes in addition to achieving short term sales and savings objectives
- Create a regulatory environment that supports the implementation of a strategic long-term regional lighting plan to maximize potential energy and demand benefits.



Specific & Numeric Goals



By 2010

CFLs – 10% market share; 13 % socket saturation



Fixtures – 50% above national average



Increase presence in grocery and drug stores

Support emerging technologies and key niche applications

Reduce reliance on in-store rebates for bare-bulb CFLs

Adopt Title 24-like code requirements in 2 states

Developed 38

Recommended Activities



- **Balance of quality and price**
- **Consumer & trade ally awareness**
- **Product availability**
- **Residential program integration**
- **Technology, innovation & application**
- **Industry partner outreach**
- **Regulatory outreach and documentation of program success**



Highest Ranked Activities

Regional Focus

- Encourage manufacturers to provide better dimmable & reflector products
- Investigate need for resources on proper mercury disposal
- Develop cooperative promotions to increase stock & variety of fixtures in HI centers
- Better coordinate retail, ES Homes, Home Performance w/ES, and other retro/renov efforts



Highest Ranked Activities

On-going/National Focus

- Promote ENERGY STAR as core of marketing & branding
- Continued support for product quality; PEARL and its successor
- Work w/CEE, DOE & EPA to keep ENERGY STAR Specs up to date
- Advocate for R-CFL elevated temperature testing
- Enhance cooperative promotion sales tracking



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